

Green Growth: New Shoots Sheffield 10th May 2012

Session 6.1 – Policy and Planning Workshop

**How we can improve the current policy framework for
place-keeping?**

Setting priorities for improved policies

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Place-keeping

What are we talking about?

High quality places are needed for creating attractive and competitive settings for living, visitors and investments.

A **good place** has several key properties:

- It is a safe and healthy physical space/environment.
- It provides a setting for social life and interaction.
- It has psychological and cultural importance for individuals and communities (identity).

Place-keeping (or long-term management of places) aims at ensuring that the quality and benefits a place offers can be enjoyed in the long run.

Place-keeping

What are the problems?

Investment money for new places are in ‘abundance’ compared to money for subsequent maintenance and management.

New investments are made, but no clear focus or method for subsequent maintenance and management is set up.

New urban developments are made without taking the role of value of high quality open places into consideration.

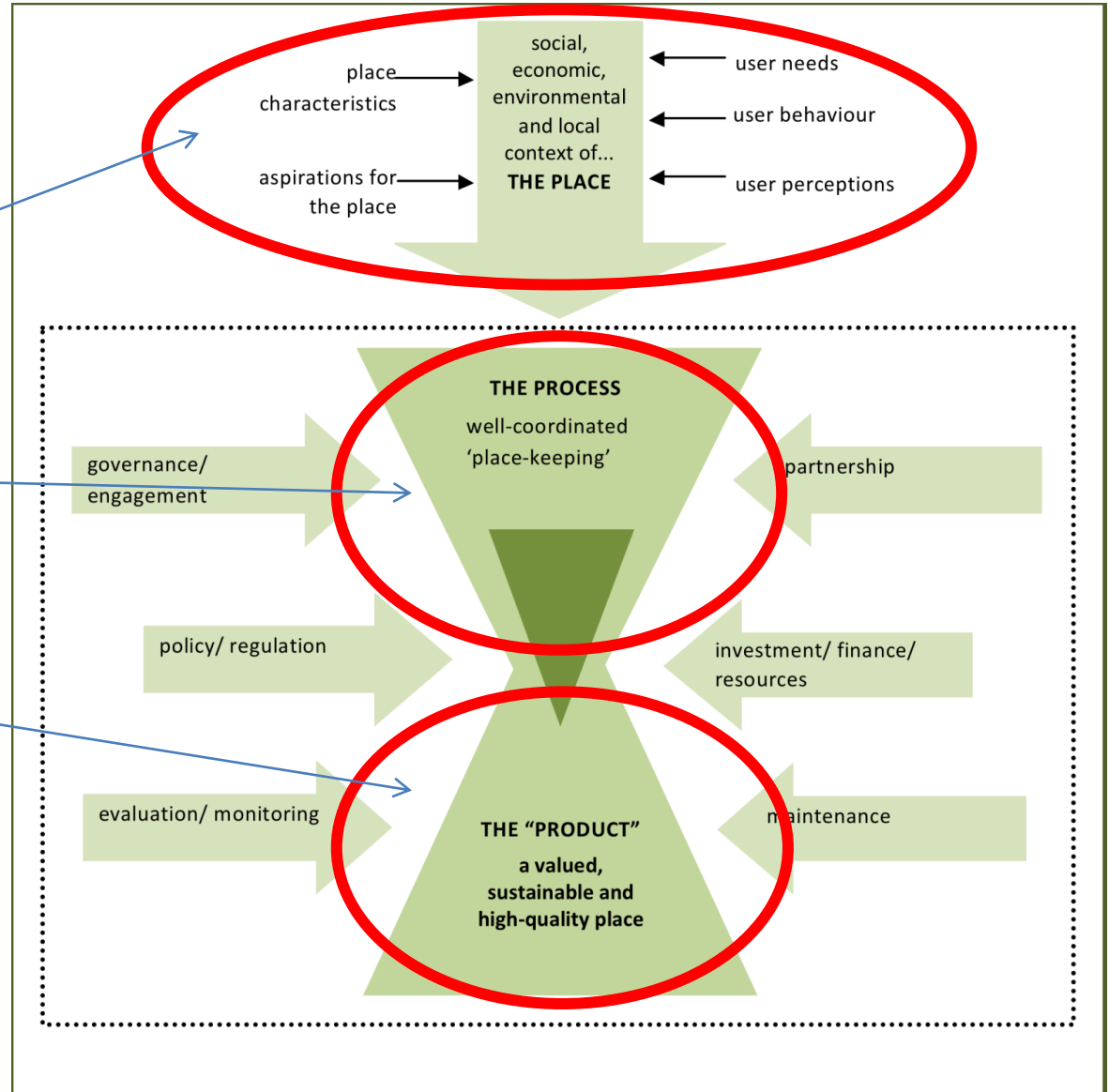
New investments are made without coordination and engagement of all important public and private stakeholders

Place-keeping: A concept for new policies?

Place

Process

Product



Policies for place-keeping

What are we talking about?

A rational definition of policy:

Sound policies for long-term place management comprise a set of decisions concerning **goals** and the **means** of achieving them within a situation, where these decisions should, in principle, **be realistic** to implement.

What 'means' do we have at hand for guiding and achieving (good) place-keeping outcomes?

Multiple Policy levels

Global

- *United Nation conference on sustainable development (RIO+)*

EU

- *European Regional Development Funds*

National

- *Business Improvement Districts (Germany)*

Organizational

- *Park Development Program (City of Aarhus, Denmark)*

Area based

- *Gårdsten Housing District (Gothenburg, Sweden)*

Policy means How to achieve goals?

- **Conceptual** (e.g. green (infra-)structure)
- **Political programs and support** (e.g. ‘the sustainability agenda’, municipal strategies).
- **Legal frameworks and regulations** (e.g. Business Improvement Districts in Germany, local planning laws in Scandinavia, safety regulations in public space).
- **Political bodies** (e.g. EU, regional, national, local).
- **Norms, behavior and culture** (Safe-beautiful City, Gothenburg).
- **Guidance and procedures** (UK guidance papers, Strategic Park Program in GBG).
- **Organizations and routines** (specialized/generalist organizations, planning routines).
- **Expertise and experience** (personal and organizational)
- *...more?*

MP4 examples (1/4)

Highly formal and institutionalized policies:

- Business Improvement Districts, Hamburg: Legislation to support place-keeping approaches (Bestow property owners with formal rights to jointly improve the area around their properties).
- Strategic Park Program, Gothenburg: A municipal-led open space strategy for place-keeping, (A working program for planning, development and management of parks and open spaces).

MP4 examples (2/4)

Less formal, un-institutionalized and emerging policies:

Lawaetz Foundation, Hamburg, Germany:

- There is no tradition of taking over responsibility for managing public space by private bodies. There is no underlying policy for such activities.

Vlaamse Landmaatschappij, Belgium

- The engagement of and cooperation with local schools, the neighbourhood and owners of a shopping strip in a MP4 pilot site was innovative for the municipality. This may not lead to formal policy change, but to a new view on how a municipality can deal with planning.

MP4 examples (3/4)

‘Cultural and behavioural change’ policies

Change of culture by formal decision, Emmen, Netherlands:

- The town council decided that the “public space domain” (both place-making and place-keeping) is a joint responsibility between the town council and citizens/residents.

Educational activities for behavioral change, Gothenburg, Sweden.

- Initiative within Safe-Beautiful City for changing the populations behavior toward litter (by collaborating with schools for environmental education of children through litter-picking days)

MP4 examples (4/4)

‘Localized policies’

Vlaamse Landmaatschappij, Belgium:

- Results in various land development projects are minor and don’t tend to impact higher level policies.

‘Embedded policies’

Sheffield Sheaf Valley project, England:

- Tying in with city policy develops the required support to make investments. The project supported city-wide policies (protecting environment, city greening, housing regeneration, providing better access to employment sites).

Some conclusions on policies

- A wealth of supportive policies exists, but...
- Today, place-keeping policy frameworks are often an assembly of other policies or strategies at all levels that are transformed into practice for specific sites
- No comprehensive EU/national statutory (law) requirements for place-keeping exists in North Sea Region.
- Set up of new formal policies at all levels must consider place-keeping at the stage of place-making.
- Politically supported place-keeping goals are helpful for implementing projects on the ground (top down approach).
- Visible and practical experience in pilot projects can lead to transferable models for a wider setting (bottom up approach).
- Can place-keeping be a new concept for new policies?